

**For Immediate Release**

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**Mexico Chosen For Executive Council on the UN World Tourism Organization**

**MEXICO CITY, October 20, 2011** – The following is being released today by Marca País – Imagen de México:

During the 19<sup>th</sup> General Assembly of the United Nations World Tourism Organization (UNWTO), Mexico was unanimously selected for a seat on the Executive Council of the World Tourism Organization. The World Tourism Organization is an international agency dedicated to creating financial and societal advancement and reducing poverty.

Mexico's induction into the council reflects much of the hard work of the Mexico Tourism Board and the leadership of Mexico's Secretary of Tourism, Gloria Guevara. With this seat on the UNWTO, Mexico will have the opportunity to administer its own decisions and provide policy recommendations to the General Assembly, which will promote expansion in international tourism. Tourism in Mexico remains strong — despite the global economy. In 2010, Mexico welcomed 22 million international tourists, making Mexico the world's tenth most-visited destination.

As a member of the Executive Council, Mexico will help lead the more than 150 member nations in creating policies that promote investment, employment, and foreign exchange. This seat on the Executive Council represents a major breakthrough for Mexican tourism and international tourism, as Mexico has been diligently working to increase tourism in the country through its many campaign efforts.

Marca País - Imagen de México is an initiative to help promote a positive image of Mexico as a global business partner and an unrivaled tourist destination abroad.

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